

New Haven Register

40 Sargent Drive • New Haven, CT 06511
 Phone 203.789.5200 • 800.925-2509
 Fax 203.789.5770 • www.NewHavenRegister.com

Retail Advertising Rates – Continued

2. CLOSING TIMES

DEADLINE COPY WITH PROOF

Monday.....	Thursday, 5 PM
Tuesday.....	Thursday, 5 PM
Wednesday.....	Friday, 5 PM
Thursday.....	Monday, 5 PM
Friday.....	Tuesday, 5 PM
Saturday.....	Wednesday, 5 PM
Sunday Early Run.....	Tuesday, 5 PM
Sunday Main.....	Wednesday, 5 PM

No proof ads accepted 24 hours after above deadlines.

3. MECHANICAL MEASUREMENTS

ROP DISPLAY COLUMNS	COLUMN WIDTH INCHES
1.....	1.875
2.....	3.9375
3.....	5.9375
4.....	7.9375
5.....	10.0
6.....	12.0

Full Standard Page: 11.625" wide x 21" deep.

Double Truck: 24.125" wide x 21" deep.

4. SPECIAL SERVICES

- a. CREATIVE SERVICES - Layout & design by professional artists provided at no charge.
- b. MARKETING DEMOGRAPHICS - Our professional Research Department with the aid of your sales representative can provide in-depth market and reader demographics for your advertising campaign.
- c. TEARSHEETS - Mailed weekly or monthly upon request.
- d. VELOXES - Electronic or hard copies of your advertisement for a nominal fee.
- e. CO-OP - Assistance with researching available co-op funds and processing co-op claims.

5. BLACK/WHITE RATES

a) OPEN RATES PER COLUMN INCH

Daily Register.....	\$93.80
Sunday Register.....	\$121.10

b) CONTRACT RATES

WEEKLY FREQUENCY CONTRACT RATES

13 Weeks - 1 skip allowed • 52 weeks - 4 skips allowed

		DAILY	SUNDAY
2" To 9" or more weekly	12 months	\$61.65	\$79.40
	6 months	\$64.75	\$82.75
	3 months	\$68.10	\$86.90
10" or more weekly	12 months	\$59.05	\$76.00
	6 months	\$63.70	\$81.75
	3 months	\$68.10	\$86.90
Bulk 40" monthly	12 months	\$70.65	\$91.00

Must have signed agreement in advance to earn contract rate.
 No rebates.
 Holiday editions use Sunday Rate.

ANNUAL VOLUME CONTRACT RATES

ANNUAL Inches	DAILY	SUNDAY
125	\$86.10	\$111.35
250	\$84.40	\$109.55
500	\$75.05	\$94.10
1,000	\$71.45	\$91.75
1500	\$66.45	\$90.10
2,500	\$68.10	\$88.45
5,000	\$65.25	\$83.80

More than 30,000 inches, consult advertising department.
 Must have signed agreement in advance to earn contract rates.
 Holiday editions use Sunday Rate.
 (Rebates do not apply)

REPEAT DISCOUNTS

To qualify for Repeat Discounts:

- 1) Pick-up discounts from Sunday run: Ad must publish Sunday at regular Sunday rate. 1st pick-up: **30%** off, 2nd through 6th pick-up (within 6 days following the Sunday ad) **60%** off.
- 2) Pick-up discounts from daily run: 1st pick-up: **25%** off, 2nd through 5th pick-up (ad repeated within one Mon.-Sat. time frame) **50%** off.
- 3) The ad must be picked up. No changes may be made to copy (including camera ready ads).
- 4) The ad must be scheduled as a pick-up at the time of the initial order.
- 5) Only one form of discount can be used.
- 6) Pick-up discounts do not apply to color charges, multiple-advertiser pages and holiday rates.

7. COLOR RATES & DATA

Minimum Space Requirement: 20 col. inches.
 Available every day of the week, including Sunday.

	DAILY	SUNDAY
1 Color and black.....	\$1,182	\$1,208
3 Colors and black.....	\$1,722	\$1,796

FREQUENCY	DISCOUNT
7 color ads in 12 months	15%
13 color ads in 12 months	25%

8. SPECIAL ROP UNITS

Rate + 15%